

Bum Marketing Evolved

**“A Step By Step Guide
For Bum Marketing
Evolution”**

By Chris Jones

Introduction

Welcome To "Bum Marketing Evolved" and firstly let me say Thank You for your purchase.

The reason I have created this guide is to give you the reader a complete step by step guide on how to make huge profits with Bum Marketing.

This guide is invaluable for new and old Bum Marketers as it will guide you through step by step how to start making money online from Bum Marketing, and if you are already making money I am sure it will give you a few methods you can use to make even more cash!

As you probably already know the net is always growing and evolving and the websites that were once useful for Bum Marketing and getting top rankings on Google, are now not so useful or do not get many results at all!

Another purpose of this guide is to give you a complete collection of sites that you can use for your Bum Marketing efforts, all updated and guaranteed to send your listings soaring.

So without further ado, let's get started!

To Your Success,

Chris Jones

Step 1: How To Pick A Profitable Niche

Ok, so let's get started! I guarantee if you follow the steps within this guide you will be making money in no time from Bum Marketing.

Step 1 of this guide is going to show you how I find a profitable niche to get started with. There is a lot of guides and info out there on how to pick profitable niches, and they all differ in the way that they tell you to do it.

Here is the secret to picking a profitable niche, that not many people will tell you!

The secret to picking a profitable niche is:

“There is no secret!”

It's true! There really is no guaranteed way to pick a niche that will make you huge profits.

That said I have found a method that I use that I am going to show you in this guide that works very well and can ALMOST guarantee you profits.

At this point it would be a good idea to create a folder on your desktop and call it something like “Bum Marketing Evolved”, as this will allow you to keep all your work together!

The first thing you need to do to find a niche is think of a “root keyword”. What I mean by a “root keyword” is a generic keyword that sums up the whole market.

The best way to start thinking of niches is without a doubt to start using your interests. At least when you are getting started this is the best way as you will find it easier to write good quality info on the subjects that you have an interest in.

So for an example of a root keyword you could have "how to make money" or "cars" or "loans".

Get the idea?

So you need to think of a niche and the root keyword first. For this example I will take the root keyword "how to make money".

If you are having trouble thinking of a niche a good way to get some ideas is to go to Ebay and there is a section of the site called Ebay Pulse.

You might of heard of this but if not, Ebay Pulse is a section of Ebay that lets you know the most popular keywords that people are looking for on Ebay.

So it is a good indicator of the niches and products that are profitable.

Here is a link to Ebay Pulse:

<http://pulse.ebay.com/>

eBay pulse

Category

Welcome to eBay Pulse, a daily snapshot of current trends, hot picks, and cool stuff on eBay. [Learn more.](#)

POPULAR SEARCHES	LARGEST STORES
by number of searches	by number of active listings
<ol style="list-style-type: none">wiixbox 360webkinzapple ipodipodps3pspcoachnintendo wiiplaystation 3	<ol style="list-style-type: none">NorthKeyMovies crispmovies (101286 ★)MovieMarz moviemarz (388516 ★)Sysqsystems sysqsystems (93419 ☆)Red Tag Market redtagmarket (171573 ★)Car Parts Wholesale carpartswholesale (210192 ★)

As you can see from the screenshot above the most popular search at the moment is "wii" as in the "nintendo wii".

Although a good idea to find profitable niches from this tool is to click the "All Categories" scroll box and have a look at the different categories and items that are for sale.

Also have a look at the Ebay shops on the right hand side as these are the most popular web shops and hence their products are obviously selling well.

Take a look to see what they are selling and it will give a good idea of products and niches that are doing well.

Another good place to have a look that will give you a good idea of profitable niches is Yahoo Buzz. This is similar to Ebay Pulse although this tool tells you the most popular searches on the Yahoo search engine so it does give you a much wider range!

Here is the link to Yahoo Buzz:

<http://buzz.yahoo.com/>

What the world is searching for...

Sunday, August 19, 2007 [Buzz Log](#) | [Overall](#) | [Actors](#) | [Movies](#) | [Music](#) | [Sports](#) | [TV](#) | [Video Games](#) | [Decliners](#)

the buzz log

[+ MY Y!](#) [RSS](#) [!](#)

[You Can Wiki, But You Can't Hide](#)

By Vera H-C Chan
Sat, August 18, 2007, 6:28 pm PDT

[Wikipedia](#) is forever lodged in the Buzz top 50 searches and has gone from informational resource to news cycle stop—sometimes even before the news becomes news, as in the [horrific case of wrestler Chris Benoit](#). Perhaps a classic illustration of the greater good, the online encyclopedia's collaborative appeal is supposed to make it immune from [manipulation scandals](#) that its detractors decry.

Now, the truth behind the entries can be told...or at least the IP addresses can be revealed. One Virgil Griffith, a [self-described "disruptive technologist"](#) from Indiana University labs, unleashed his [WikiScanner](#), which has tracked institutions such as [Congress, Microsoft, and Diebold](#) making self-serving Wiki edits on the sly.

The revelations have started a ripple of buzz for "wikipedia scanner" and

top movers

Overall	Rank	Subject	1-Day Move
Actors	1	Henry Hager	Breakout!
Movies	2	Jenna Bush	10749%
Music	3	Barbara Bush	7126%
Sports	4	Miss Teen USA	3934%
TV	5	Kimberly Bell	3027%
Video Games	6	Violent Femmes	2088%
	7	Danica McKellar	1708%
	8	Los Angeles Earthquake	1295%
	9	Jose Padilla	1082%
	10	Ellen Pompeo	939%

As mentioned above this is fairly similar to Ebay Pulse but allows you to say popular topics and niches on a MUCH bigger scale.

You can see from the above screenshot what the overall top movers are, although to narrow down on a particular niche you can check out the many sections like Actors, TV, Movies etc...

This is an excellent tool to also uncover the latest "craze" and cash in. For instance if a popular song has just been released you could start promoting a music download service under the phrase "download [songname]".

Where "[songname]" you would obviously put the name of the song, movie etc...

This is a very profitable way to do Bum Marketing and also if you pick the right niche using this tool you will end up with loads of page views and sales as the keywords can be really targeted.

If you still need ideas there is also Google's tool called "Google Trends".

Here is the link to Google Trends:

<http://www.google.com/trends>



Tip: You can compare searches by separating with commas.

Examples

[tom cruise, katie holmes](#)

[daytona 500, indy 500](#)

[dust, smog](#)

[saint valentine, saint george, saint nicholas, saint patrick](#)

[benedict xvi, john paul ii](#)

[google docs, zoho](#)

Today's Hot Trends (USA)

1. [bioshock pc demo download](#)

6. [errol flynn](#)

2. [crazyzachary](#)

7. [indian cricket league](#)

3. [hurricane dean](#)

8. [cayman islands](#)

This is a similar tool to the Yahoo Buzz service above, except of course it shows the hottest "trends" or searches on Google.

You can see from the screen shot above that one of the hottest trends at the time of writing this guide is "bioshock pc demo download", so at the moment I am willing to bet you could make huge profits by promoting a PC game download service from Clickbank. ***hint***

Also what this tool allows you to do is compare searches, so you can see the results for two phrases run side by side so you can tell which is most profitable.

For instance with the example above you might want to run a side by side search on "bioshock pc demo download" and "bioshock demo download".

All you do is enter the phrases you want to compare into the tool and put a comma in between and it will bring up the search volumes as a graph and also the different Countries that are searching for the phrases and the difference in search volume.

So using the information above you can see how you can pick a profitable niche and potentially make BIG profits.

This next section will tell you how I check out the competition!

STEP 2: HOW I CHECK OUT THE COMPETITION AND SEE IF THE NICHE IS TOO SWAMPED!

This step is a very important step as if a niche you have chosen is very competitive then it may be very hard to get high rankings (which is what you want to make money!).

There are many ways to do this step as well and I am going to tell you exactly how I do it and achieve good results.

If you have followed the above step then it is a good idea to go into this step with three or four different niches so if one is too competitive you always have a few backups to be getting on with.

Ok so the first thing I do is go to Google and search for my main phrase within quotes as you probably already know how to do, so if I was doing the "bioshock pc demo download" example above you would go to google.com and type in the phrase in quotes.

Let me explain for the newer Bum Marketers how this works.

Firstly here is the search without quotes:

The screenshot shows a Google search interface. The search bar contains the text "bioshock pc demo download". To the right of the search bar is a "Search" button and links for "Advanced Search" and "Preferences". Below the search bar, a blue bar indicates "Personalized Results 1 - 10 of about 12,000,000 for bioshock pc demo download. (0.13 seconds)". The search results are listed below, with the first result being "BioShock PC Demo Soon - Voodoo Extreme". The snippet for this result reads: "BioShock PC Demo Soon. Aug 13, 2007 at 12:08 PM - - 19 Comments. Kick ass. By the time my 360 demo download finishes on Xbox Live, the PC demo should be out ...". The URL is "ve3d.ign.com/articles/news/33780/BioShock-PC-Demo-Soon - 51k -". Below the URL are links for "Cached", "Similar pages", and "Note this". The second result is "Voodoo Extreme: BioShock PC Demo Soon". The snippet reads: "A BioShock PC Demo IS coming. We tried as hard as humanly possible to ... By the time my 360 demo download finishes on Xbox Live, the PC demo should be out. ...". The URL is "ve3d.ign.com/articles/812/812554p1.html?RSSwhen2007-08-13_120800&RSSid=812554 -". Below the URL are links for "Similar pages" and "Note this", and a link for "[More results from ve3d.ign.com]". The third result is "BioShock on FilePlanet". The snippet reads: "Be the first to download and play this incredible demo! ... BioShock, 2K Games, 2K Boston, 2K Australia, the 2K logo, the 2K Boston logo, 2K Australia logo, ...". The URL is "www.fileplanet.com/promotions/bioshock/ - Similar pages - Note this". The fourth result is "Steam Begins Pre-Loading BioShock (Undated) - Shacknews - PC Games".

As you can see from the screenshot above there is 12,000,000 results for "BioShock PC Demo Download"!

That's a lot of results!

Although what Google is doing to bring up those results is taking each word and bringing up the websites that contain ONE or ALL of the words.

So if a website has all the words within the phrase it will appear near the top of the results. Although if a website only has one of the words like "demo" it will also appear in the listings near the bottom and that is why there is so many results!

Here is the same phrase within quotes:

The screenshot shows a Google search interface. The search bar contains the text "bioshock pc demo download" and a "Search" button. To the right of the search bar are links for "Advanced Search" and "Preferences". Below the search bar, a blue bar indicates "Web" and "Results 1 - 3 of 3 for 'bioshock pc demo download'. (0.15 seconds)". A tip below the bar reads: "Tip: Try removing quotes from your search to get more results." Three search results are listed:

- NewTorrents.info - Comments for BioShock_PC_Demo**
http://games.softpedia.com/progDownload/BioShock-PC-Demo-Download-19377.html
http://www.xtrempc.ro/modules.php?name=Downloads&d_op=viewdownload&details&lid= ...
www.newtorrents.info/comments/25597/BioShock_PC_Demo.html - 1 hour ago -
[Similar pages](#) - [Note this](#)
- Bioshock - Játékhangulat - Játékaddikt empórium - HARDWIRED Forum**
http://games.softpedia.com/progDownload/BioShock-PC-Demo-Download -19377.html
GregSB GregSB az intelligens Morgóhalak felfedezője ...
hardwired.hu/forum/forum.phtml?area=comment&id=17130 - [Similar pages](#) - [Note this](#)
- Product Reviews Net** ★★ Computer Hardware
Bioshock PC Demo download Ok you PC gamers you only have a few more hours to wait until you can get your hands on the Bioshock PC Demo, as it will be ...
www.product-reviews.net/ - [Similar pages](#) - [Note this](#)

As you can see there is a BIG difference in results!

For this phrase that was number 1 on Google trends at the time of writing this guide there is only 3 results competing!

The way Google shows you results when you put a search phrase within quotes is it will show you pages that have that COMPLETE phrase within them.

So for this example, Google is only bringing up pages that have the entire phrase within them so if they only have one or two of the words that will not be listed.

The reason this is a good way to check out competition is if you type in a certain phrase in quotes the websites that are listed there are normally being optimized for that phrase.

In the example above there is only 3 results for the phrase which means it MAY be very profitable and I am going to show you how to get top listings in the next section.

You will probably get more than 3 results with your niche and that is fine.

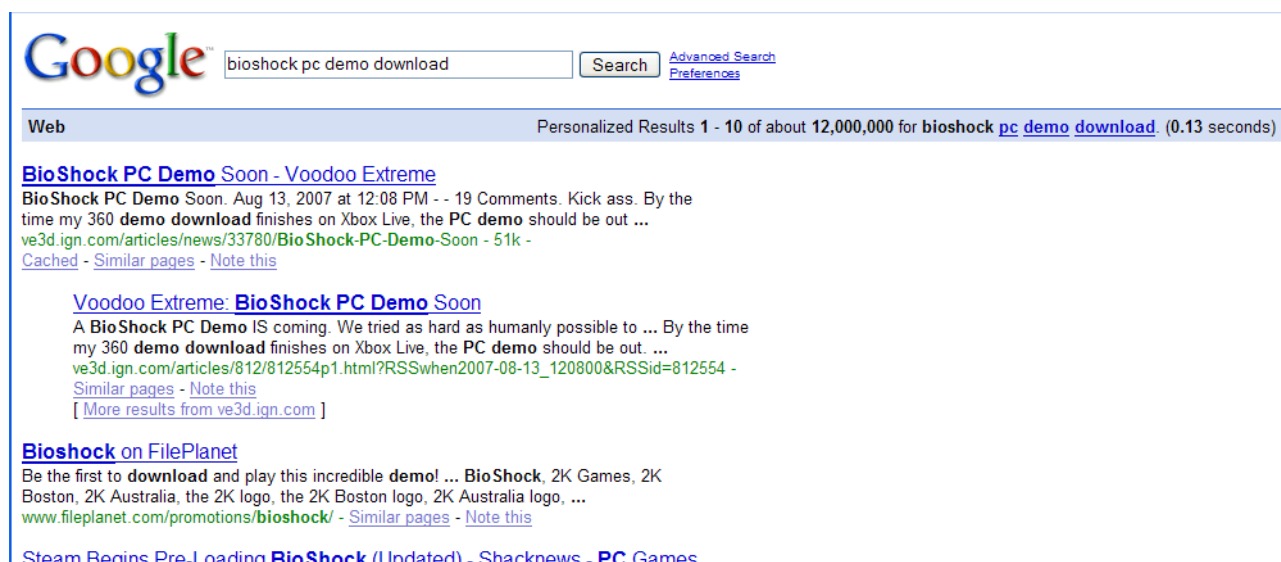
I tend to tackle niches that have anything between 10,000 – 15,000 optimized results, although of course the less the better.

Any more than 15,000 optimized results I will not normally tackle unless I think it is a very good niche!

So for the purposes of this guide and to be sure that you get the most out of it, I would suggest trying to find a niche that has less than 10,000 results with quotes.

So once you have checked out the competition on the search engine results the next thing I do is have a look and see what sort of websites are getting listed with and without quotes as this will give me a rough idea of the sort of search engine position I can expect.

So for the example above "BioShock PC Demo Download" I would retype it into Google without quotes and have a look at the websites that come up again:



The screenshot shows a Google search interface. The search bar contains the text "bioshock pc demo download". To the right of the search bar are buttons for "Search", "Advanced Search", and "Preferences". Below the search bar, the results are displayed under the heading "Web". The first result is titled "BioShock PC Demo Soon - Voodoo Extreme" and includes a snippet of text: "BioShock PC Demo Soon. Aug 13, 2007 at 12:08 PM -- 19 Comments. Kick ass. By the time my 360 demo download finishes on Xbox Live, the PC demo should be out ...". Below this snippet are links for "Cached", "Similar pages", and "Note this". The second result is titled "Voodoo Extreme: BioShock PC Demo Soon" and includes a snippet: "A BioShock PC Demo IS coming. We tried as hard as humanly possible to ... By the time my 360 demo download finishes on Xbox Live, the PC demo should be out ...". Below this snippet are links for "Similar pages" and "Note this", and a link for "[More results from ve3d.ign.com]". The third result is titled "BioShock on FilePlanet" and includes a snippet: "Be the first to download and play this incredible demo! ... BioShock, 2K Games, 2K Boston, 2K Australia, the 2K logo, the 2K Boston logo, 2K Australia logo, ...". Below this snippet are links for "Similar pages" and "Note this". The fourth result is titled "Steam Begins Pre-Loading BioShock (Undated) - Sharknews - PC Games".

What I am looking for here is the pagerank and the Alexa ranking of the sites that come up at the top as if they are a very high page rank it will be difficult to beat them in the listings.

NOTE: I do not worry too much about the pagerank and the main thing to note is the number of competitors when you type in your main keyphrase in quotes. So to round up I will still give the niche a go even if there is a lot of competitors with a high page rank, although this is a good way to see roughly where you can expect to be listed.

The tool I use to find out the details like pagerank and Alexa ranking is a Firefox add on which can be installed here:

<https://addons.mozilla.org/en-US/firefox/addon/3036>

It is a tool that installs into Firefox as an add on and allows you to see lots of details about each website at a glance, and can be turned on or off with ease.

It does a whole lot of stuff but all we are interested in is the Google Pagerank (which appears under the results) and the Alexa rank which also appears under the results.

So for a rough estimate of where you can expect to rank in the results when you follow this guide, go down the search engine results until you find a website with a page rank of 5 or less and an Alexa rank of 10,000 or more and you will probably appear there.

Remember this is not set in stone, and even if all the websites were pagerank 10 it is still worth a go with the niche if you did the quote search above correctly!

Also keep an eye out for any Squidoo lenses or Digg.com stories as if people are getting ranked using those sites then you can too using this guide!

Perform the above steps for your main keyphrases (the ones with the most searches).

If you want to check out how many searches the phrase is getting then I recommend the Pixelfast Overture Tool:

The screenshot shows the Overture tool interface. At the top left is the Overture logo. Below it is a search bar with a 'GO' button and a link to 'View Google Results'. To the right of the search bar are three promotional boxes: 'Current Pay-Per-Click Specials' listing 'Yahoo Search Marketing (\$50 Credit)', 'Enhance (ah-ha.com - \$25 free)', and 'Miva (\$5 bonus)'; '\$10 Off (\$25)' with the text 'Yahoo! makes it easy. TELL ME MORE YAHOO!'; and 'Recommended Affiliate Trai' with links to 'Blogging to the Bank 2.0 Case Study (recommended)', 'Project Black Mask', 'Get Google PPC Ads for free', and 'Or at least pretty damn cheap'. Below the search bar is a 'Bookmark This Tool' link and a 'German Language' link. The main content area is divided into two sections. The left section is titled 'Keyword Bid Amounts' and contains a note: 'NOTE: The left part of the tool is currently being modified by Yahoo/Overture and currently you must have a Yahoo/Overture Account to use any of their bid tools.' Below the note are links for 'Sign up for Yahoo Search Marketing (\$50 Credit with this special link)' and 'Check Adwords bid amounts'. The right section is titled 'Searches done in January 2007' and contains a table with the following data:

Count	Search Term
4583	bioshock
421	bioshock game
305	360 bioshock box x
180	bioshock trailer
148	bioshock official site web
124	bioshock date release
66	360 bioshock
65	bioshock demo
61	bioshock ps3
52	bioshock video

What I normally do here is only type in the "root" or main phrase

for best results. For this example I typed in "Bioshock" and these are the results it brought up.

Bear in mind these results are taken from the Overture search engine and you can multiply the results by 4 or 5 for a more accurate estimation of how many people are typing in the phrases on Google.

The tool is also very good as it may bring up keyphrases you had not thought of or totally different niches.

So using the step above pick ONE of your niches that has the least amount of competition, and the most searches.

Then pick 5 of the most searched for phrases for that niche and we can start making money!

Of course if you find you are getting a huge amount of sales then you can do more than 5 phrases later, although to start off 5 phrases is good to "test" the niche!

So to recap here are the steps you should of taken so far:

- Brainstorm 5 niches that you think would be profitable. (It's a good idea to start with your hobbies).
- Use the tools Ebay Pulse, Yahoo Buzz and Google Trends to help you find a niche if you are having trouble.
- Go to the pixelfast oveture keyword tool and pick 5 relevant phrases that people are searching for. Do this by entering your main "root" keyword".
- Take your 5 keyword phrases and check out the competition for a rough idea of where you will appear using the steps above.
- Move on to the next section and get ready to make some money!

In the next section I will show you what I do with my 5 keyword phrases for my niche and how to pick a good affiliate program to promote!

STEP 3: HOW YOU CAN GET A GREAT AFFILIATE PROGRAM FOR ALMOST ANY NICHE!

Ok, this is where the fun begins!

This section of the guide will give you a complete resource on how I get affiliate programs for my niche and how you can tell whether or not the affiliate programs is a winner before you start!

Firstly though let me tell you a bit about Bum Marketing and why it is time for some updated resources.

Bum Marketing first came about properly by a guy called Travis Sago, the original Bum Marketing course can be found here for free:

<http://www.bummarketingmethod.com/>

If you are brand new to Bum Marketing I would recommend starting there as it is an awesome course. Thank you Travis for sharing!

The way Bum Marketing works is by getting listed on Google for certain phrases that are "buying" keywords for hungry markets and you get those listings by "piggybacking" of high page ranked sites.

So in essence you find websites with a high page ranking and submit articles and information about your niche to them with your affiliate link within the article and then when someone buys you receive commission.

The purpose of this guide is to give you a complete step by step method of doing this and some updated resources that will guarantee you great listings in Google.

As the only problem with Bum Marketing is the fact that Google and

the websites it indexes are always changing and updating.

For instance if you have been Bum Marketing for a while now you will probably heard of the "Squidoo Slap"!

This happened because Squidoo was an awesome site to get listings for keyphrases on Google for Bum Marketers and you had people getting hundreds of listings for all sorts of keyphrases virtually taking over Google!

The only problem was people were joining Squidoo for the sole purpose to make money from Bum Marketing and a lot of the lenses that were being made were just spam.

A few paragraphs where the keyword they want to rank for mentioned over and over on the sole purpose of getting listings.

Well Google noticed this and "slapped" Squidoo which means it got rid of a lot of results for Squidoo and it has also been rumored that any site that was linking to Squidoo got penalized too!

So that is why there is need for some updated resources as if you put all your eggs in one basket when relying on websites such as Squidoo you may come unstuck!

So some of the sites that rank well in Google at the moment may not do in a few months for whatever reason.

Don't worry though this guide will give you a surefire way you can stay on top of things and find other winning sites if things change again.

Anyway, let's get on with the guide, this section will tell you how to find a affiliate program for the niches that you have chosen in the previous section and how to tell the winners from the losers!

The first place you can look for a suitable affiliate program is Clickbank as this tends to be the most popular. You have probably heard of Clickbank before but if you haven't it is a huge marketplace of digital goods meaning that everything there is in electronic format like software, E-books, E-courses etc...

Here is the link to Clickbank:

<http://www.clickbank.com>

Home | [Sign Up](#) | [Marketplace](#) | [My Account](#)

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Sell Products Promote Products Buy Products About Us Customer Service

**AFFILIATE POWERED
E-COMMERCE, WORLDWIDE!**

Welcome to ClickBank, the Internet's leading retailer of digital products.

ClickBank is the Internet's largest digital marketplace, where thousands of the web's most popular products are sold every day. Whether you're looking to buy, sell, or promote digital products, ClickBank is for you.

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If you do not already have an account click the "Sign Up" link at the top of the page and enter your details so they know where to send the cheques.

You get paid every 2 weeks and they are very good at paying I have not had any problems with them.

Also if you click the "Marketplace" link at the top of the page you will be able to see all the available products and how much they pay you per sale.

Underneath each product is a few stats which look like this:

[\\$/sale: \\$25.27](#) | [Future \\$: -](#) | [Total \\$/sale: \\$25.27](#) | [%/sale: 75.0%](#) | [%refd: 90.0%](#) | [grav: 648.79](#)
[view pitch page](#) | [create hoplink](#)

The picture above shows you what the stats will look like underneath each product.

Here is a quick explanation of what each stat means:

\$/sale: This means the amount affiliates are currently receiving per sale, this can go up and down depending on refund rates etc...

Future \$: This is a new feature for Clickbank and shows how much

you will get in recurring commissions, it is normally only applicable to membership sites that charge the customer an on going fee.

Total \$/sale: This gives the amount you will receive not taking into account refund rates so this is the amount you will receive if you make a sale of the product.

%sale: This shows the percent of the total price you receive in commissions. So for the example above if you made a sale you would get 75% commission

%refd: This gives you a percentage of the sales that are referred by affiliates. So if this said 100% it would mean that all the sales are coming from affiliates.

Grav: This is a number generated by Clickbank to show you the frequency of sales and it is not absolute. The higher the number the less time in between sales. The lower the number the more time in between sales.

Don't worry too much about these stats, the main ones I look for is Total/Sale, try to find a product that pays over \$15 a sale as you are putting the work in.

Also the Gravity or grav I try to pick a product that has anything 20+ as then you know the sales page is selling.

If you want to view the sales page just click on "View Pitch Page" and then if you want to start promoting it Click on "Create Hoplink", all you need to do know is enter your Clickbank ID (the Id you picked when you signed up) and you are ready!

Just send traffic to your hoplink for the product and if they purchase you will get commissions. All affiliate programs (or most of the major ones) work in the same way by giving you a special URL so they can track when you make a sale and then pay you accordingly.

So if you are just beginning I recommend Clickbank to get you started.

However...

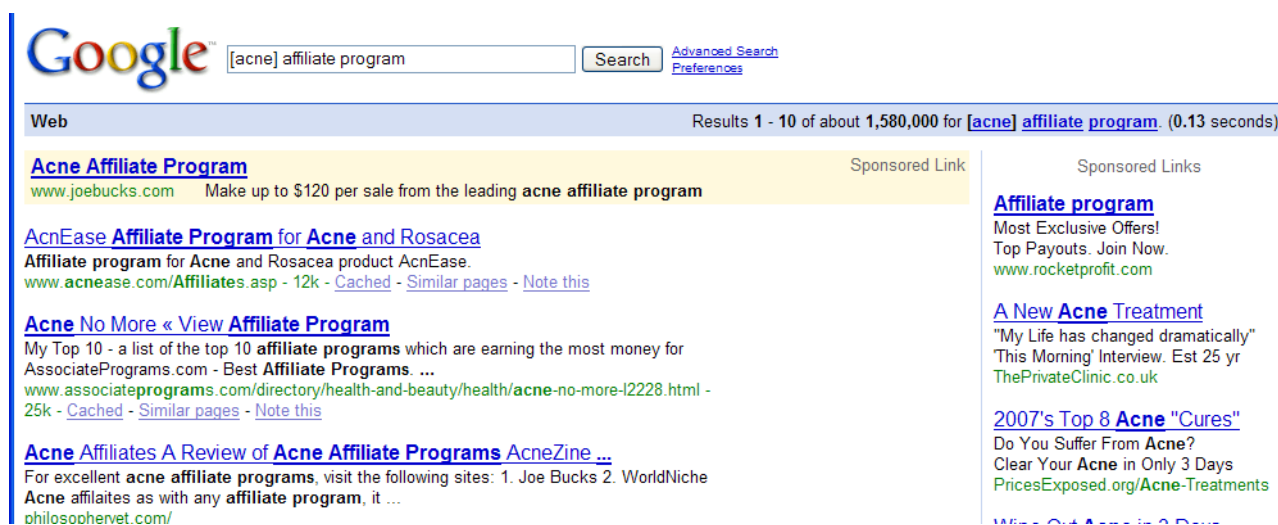
Clickbank only deals in digital goods so if you have found a niche for a physical product there are many ways to find a good affiliate program.

I am going to show you how I find a good affiliate program for almost any niche quickly, it is also beneficial to find highly targeted products to fit in with the keywords you are promoting and sometimes Clickbank just has too much commission.

Here is how you can find an affiliate program for just about any product:

- Go to <http://www.google.com> and type in quotes "[product] affiliate program" and you will see lots of results pop up for that products affiliate programs!
- Where product is you would put your product name of course!

Here is an example of how it works:



The screenshot shows a Google search interface with the search term "[acne] affiliate program". The search results page displays several links related to affiliate programs for acne products. The top result is a sponsored link for "Acne Affiliate Program" from www.joebucks.com, offering up to \$120 per sale. Other results include "AcnEase Affiliate Program for Acne and Rosacea" and "Acne No More" with a list of top 10 affiliate programs. On the right side, there are additional sponsored links for "Affiliate program", "A New Acne Treatment", and "2007's Top 8 Acne 'Cures'".

So as you can see from the screen shot above there is 1,580,000 results for acne affiliate program and that should give you plenty of choice.

The idea is to get the closest match to your keywords so if your keyword was "acne cream" make sure you find an affiliate program for acne cream and not just an e-book.

Also I have found great success in physical products as these do tend to get overlooked somewhat.

Think when you are picking your product and you visit the sales page would you buy the product and also make sure that you get contact details from the supplier in case you have any questions.

So take your time picking your affiliate product and then get ready to make some money with the awesome traffic generation techniques I am going to show you!

Remember to try and think outside the box with this step and also it does not have to be an electronic delivered product you promote it can also be a physical product affiliate program!

Once you have got your affiliate product and program move onto the next section where the real fun begins!

Let's Make Some Money!

STEP 4: HOW TO SKY ROCKET YOUR LISTINGS AND THE RESOURCES TO USE!

This section will give you a complete guide of how you can make money with Bum Marketing and hence the name of this guide it's purpose is to give you an updated list of websites that work for you in getting high search engine listings.

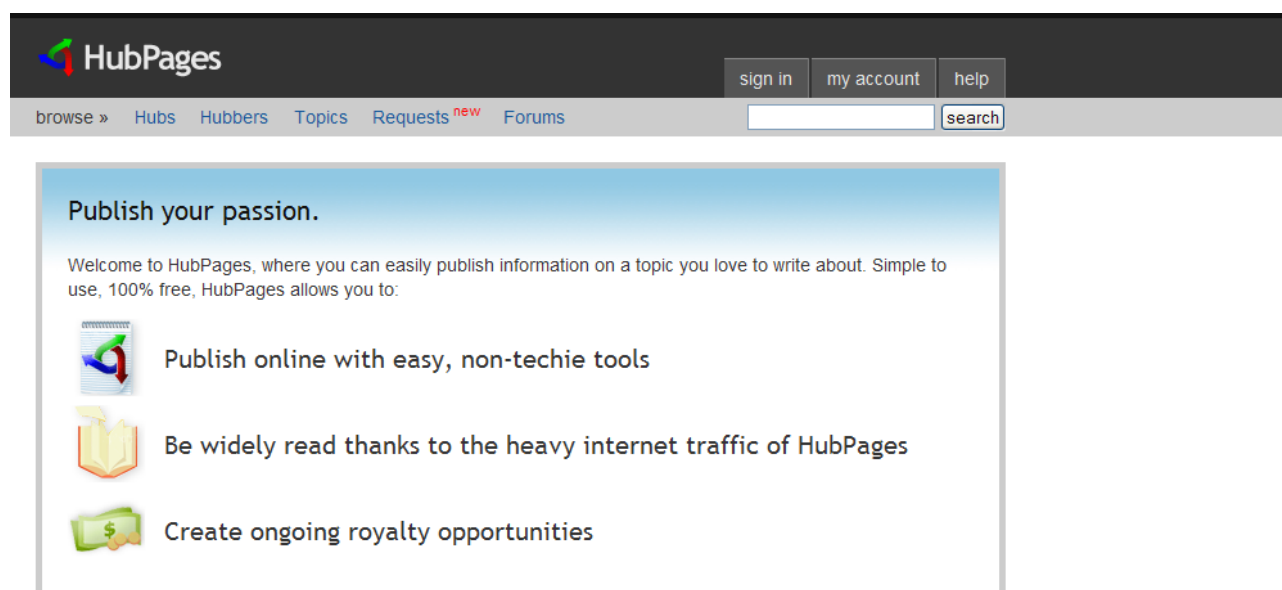
This method is exactly the same way that I make a very good income from Bum Marketing and if you follow these steps you can too!

The first thing you should do to start promoting your affiliate product is go to Hubpages.com.

This is a website that is very similar to Squidoo but has not been Google Slapped so it still gets very high positions in the search engines.

Here is the link to Hubpages:

<http://hubpages.com/>



The screenshot shows the HubPages website interface. At the top left is the HubPages logo. To the right are navigation links for 'sign in', 'my account', and 'help'. Below these is a search bar with the word 'search' inside. A main navigation bar contains links for 'browse »', 'Hubs', 'Hubbers', 'Topics', 'Requests' (with a 'new' badge), and 'Forums'. The main content area features a light blue header with the text 'Publish your passion.' followed by a welcome message: 'Welcome to HubPages, where you can easily publish information on a topic you love to write about. Simple to use, 100% free, HubPages allows you to:'. Below this are three bullet points, each with an icon and text: 1. An icon of a document with a green arrow pointing up, followed by the text 'Publish online with easy, non-techie tools'. 2. An icon of an open book, followed by the text 'Be widely read thanks to the heavy internet traffic of HubPages'. 3. An icon of a green dollar bill, followed by the text 'Create ongoing royalty opportunities'.

So the first thing you should do is create a free account.

It is fairly standard and will ask you for a username and password, but also the neat thing with Hubpages is that you can create multiple accounts and link them to your Google AdSense account.

This is awesome and I link all the hubpages that I create to my Google AdSense account and over time when you have about 30 or 40 hubpages ranking on the first page you will be making good money off the AdSense alone.

So if you have an AdSense account remember to link it to each account you create on hubpages.

So the first thing you need to do is create your first hubpage, once you have signed up it will give you the option of creating your first hubpage so click on the button and it will take you through to a page like this:

Create A Hub

Choose a Title

- 120 characters or less; No HTML or quotation marks.
- Be specific. Good titles tell readers what the Hub is all about.

Give Your Hub A Web Address

<http://www.hubpages.com/hub/>

- 120 characters or less. No spaces, quotation marks, or slashes.
- Be consistent. The web address should be related to the Hub title

Add Some Tags

Title

Your title should describe the content of this particular hub. Be clear, concise, descriptive — and most of all, interesting! You want to convey the contents in a glance, but also draw in a reader. (Please, no obscenities.) Good examples include:

- The Many Haircuts of Jon Bon Jovi
- An Illustrated Guide to Making Perfect Margaritas

Web Address

The Web Address or URL indicates the location of a page on the world wide web. A concise, informative URL makes the page easy to find and remember, and can ultimately boost traffic to your page.

I am going to tell you how to make sure that you get VERY good listings for your hubpage and more sales as a result of it!

The first thing it asks you for is a title for your hubpage this should be your main keyphrase TWICE!

So for instance taking the bioshock example above I would put my title as "Bioshock PC Demo Download – Find Out All About The Bioshock PC Demo Download Here!".

The reason you need to put your main keyphrase twice is because Google tends to rank websites better this way.

The next thing hubpages asks for is a web address for your hub.

This is similar to the title and should be the same except the words should be separated by underscores like this:

"Bioshock_PC_Demo_Download_Find_Out_All_About_The_Bioshock_PC_Demo_Download_Here"

Notice also that you should leave out all other punctuation like exclamations or question marks.

Finally it asks for some tags.

Tags are keywords that allow people to find your hub if they type them into the search box, so you should use three of your main keywords.

I always use my main keyword and then derivatives of that, so for instance my tags for this example would be:

"Bioshock pc demo download"

"Bioshock pc demo"

"bioshock"

Ok so not too difficult, but this will make a BIG difference in the rankings you achieve!

Once you have done all that you will be taken through to a screen that allows you to create your hub which will look like this:

Assemble Your Capsules

Here's where you assemble capsules to create a Hub. The capsules are listed in the right hand column, and include Text, Photo, Comments, News, RSS and Revenue capsules. The arrow keys will help you arrange the Hubs.

Settings Summary Text Group Help

Title

Ads (The more ads, the more money you will make)

content meets the conditions of the [AdSense Program Policy](#)








this hub may be considered commercial

Status New



Bioshock PC Demo Download - Read This For
More Info On The Bioshock De Demo

Add More Stuff


Content Capsules

-  text
-  photo
-  video
-  links
-  news
-  rss
-  comments

Revenue Capsules

-  ebay
-  amazon

Edit Tags

 bioshock

The screenshot displays a user interface for managing content capsules. On the left, under the heading "Download!", there are three capsule types: "text", "photo", and "comments". Each capsule has an "edit" button and a set of navigation icons (left, right, down, up, and delete). Below the capsules, a "Comments" section indicates that the capsule currently has 0 comments and provides instructions on how to view and moderate them. On the right side, there is a "Capsule Ordering" panel. It includes a search bar with the text "bioshock pc demo" and an "add tag" button. Below this, it lists instructions: "Drag and Drop: reorder", "Double Click: toggle width", and "Reorder Now: save changes". At the bottom of the panel is a "Reorder Now" button.

The first thing you should do is add some text to the hub which you do by clicking the "edit" button on the text capsule.

This will bring up another window that allows you to add text, it works exactly the same way as word so is very easy to use.

You should now write a 350-400 word article about your subject with your main keyword phrase as the focus.

So for the title of the text capsule put your main keyword phrase and then just start writing about your topic.

If you need help then a good idea is to go to some of the major article directories and get some ideas.

NOTE: You should not copy the articles from these directories as you may well get into trouble, although you can take some ideas and use ideas from 2 or 3 different articles to make one unique article of your own.

Here are some of the article directories that I use to get ideas:

<http://www.ezinearticles.com>

<http://www.goarticles.com>

<http://www.articledashboard.com/>

There should be plenty of articles there that will give you inspiration and remember it does not have to be a work of art, just make sure

it has solid content and contains some value.

The other thing you should do is mention your keyword in the articles about twice every paragraph and make sure that you bold the keyword as well.

So with my example the start of the article would be something like:

“There has been a lot of talk on the net about a release of a **Bioshock PC Demo Download** and quite a few PC's users are feeling left out as the news of a Bioshock demo is on the Xbox 360.

So when do we get a **Bioshock PC Demo Download**?

Well no date has been set as of yet but a **Bioshock PC Demo Download** should be available by this fall.”

Get the idea?

Remember to not over do it as if you put the keyphrase in too many times Google will see it as spamming however, if you mention it once or twice every paragraph you should be fine.

Once you have done that the last thing you should do is put your affiliate link at the bottom of your hubpage.

You should also make sure that you bold the link and use the hyperlink tool in hubpages to add the link through to your affiliate product.

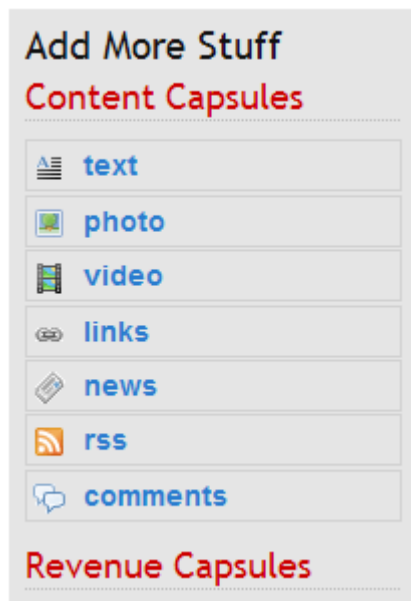
So it will look something like this:

For more info on the Bioshock PC Demo Download please click the link below:

[Bioshock PC Demo Download](#)

The keyword in a hyperlink as in the example above is very important as it will also boost your listings sky high!

The final thing I do before I publish is add a News Capsule which you do by clicking the news button in the top right as shown here:



It will then bring up a window asking for a title, where (you guessed it!) you add your keyword again and it will also ask for some keywords.

Here you should just put your main "root" keyword like "Bioshock" in this case!

What this does is bring up an RSS feed of Google news for the keyword in question and allows you to keep the top spots in the search engines longer.

You can also add a picture, just click on the photo link and then I use Google Images to find some picture to match the content.

Again just type in your main keyword on Google images and it will bring up plenty of pictures you can use:

<http://images.google.com/>

Ok so once you have finished your hubpage you need to get it listed quickly, sometimes it is not enough to just do the page you see you need to get it indexed into the search engines fast.

The next thing you need to do is add it to a few backlinks to your hubpage and to do this one of the services I use is Onlywire.

Onlywire is a free service that posts to multiple social bookmarking sites and once set up will save you a lot of time.

So sign up for a free account at Onlywire:

<http://www.onlywire.com>



The Only BookMarklet You'll Ever Need!

Efficient - Fast - Easy - Secure - Free

Do you use multiple social bookmarking services? Tired of having multiple shortcuts? Here is a simple free solution.

» [Start Using it Now](#)

» [Login](#)

NEW Do you own a Blog or Website?
[Add a "Add to Onlywire" link on your site](#)

Use One "Bookmarklet" for all these services:

- ❑ [Backflip](#)
- ❑ [Bibsonomy](#)
- ❑ [Blinklist](#)
- ❑ [Blogmemes](#)
- ❑ [Blue Dot](#)
- ❑ [de.lirio.us](#)
- ❑ [del.icio.us](#)
- ❑ [Diigo](#)
- ❑ [Excites](#)

The only downside with setting it up is that you have to sign up for all the bookmarking services as seen on the right of the screenshot although it is well worth it!


So once you have signed up for all those services create a free account at Onlywire and it will present a page where you enter your username and password for each service.

You then get an Onlywire button given to you and it explains how to place this in your web browser.

Once you have it all set up it means you can create a lot of backlinks quickly without having to go to each bookmarking website.

Then all you need to do is go back to the page you would like to

add (in this case your hubpage) and click on the Onlywire link in your browser and you should see a page like this:



The image shows a screenshot of a form with three input fields. The first field is labeled 'Title:' and is empty. The second field is labeled 'URL:' and contains a vertical cursor. The third field is labeled 'arate) Tags:' and is empty. The form is set against a light gray background.

Just follow the same rule here that you did for your hubpages and enter your main keyphrase twice as the title.

The URL should already be filled in and then put your main tags the same as the hubpage.

There is also a section of the page not shown here that allows you to enter a description and you should enter 3 paragraphs of text here remembering to use your key phrase often.

Lastly make sure that all the sites are ticked and then click on submit!

There you have it you have just got about 29 backlinks in the space of 5 minutes that will soar your search engine listings!

This is normally the steps I take with my main keyphrases that I want to "test" to see if they are profitable.

However there is more you can do to almost guarantee good listings.

What I normally do is go through the above steps and if I make some sales then I dominate the search engines using the next step of this guide!

STEP 5: ONCE YOU HAVE A WINNER IT'S TIME FOR DOMINATION!

This section will show you how I dominate the search engines once I have found an affiliate program that has made some sales. You see, in my experience what I see a lot of people do once they find a winner is rush off and try and find another one.

There is nothing wrong with this, however, finding a niche that is profitable is hard enough so once you find one I say get as much as you can out of it before moving on.

You could set up a website with a URL that matches the keyword you are making money from and optimize it. Or you could set up a wordpress blog or find other affiliate programs within the niche and set up a review site.

You see once you find a winner using the steps above you will still be leaving a lot of money on the table as you will be getting good search engine listings from the article that you have written but you will no doubt get more sales if you had a website dedicated to your niche as it will make you an authority within your niche.

However if you still need more proof that your niche really is profitable, these are the steps that I take after I have had one sale.

The first thing I normally do is set up a blog at:

[**http://www.blogger.com**](http://www.blogger.com)



All you need to do is set up a free account if you don't already have one at Blogger and then just run through the wizard to create your blog.

Once you have selected the blog template it will ask you if you want to make a post you should then make a posting on your blog which is an article for the keyword you would like to rank for mentioned 2-3 times a paragraph and then make a hyperlink (like you did for your hubpage) going through to your affiliate program.

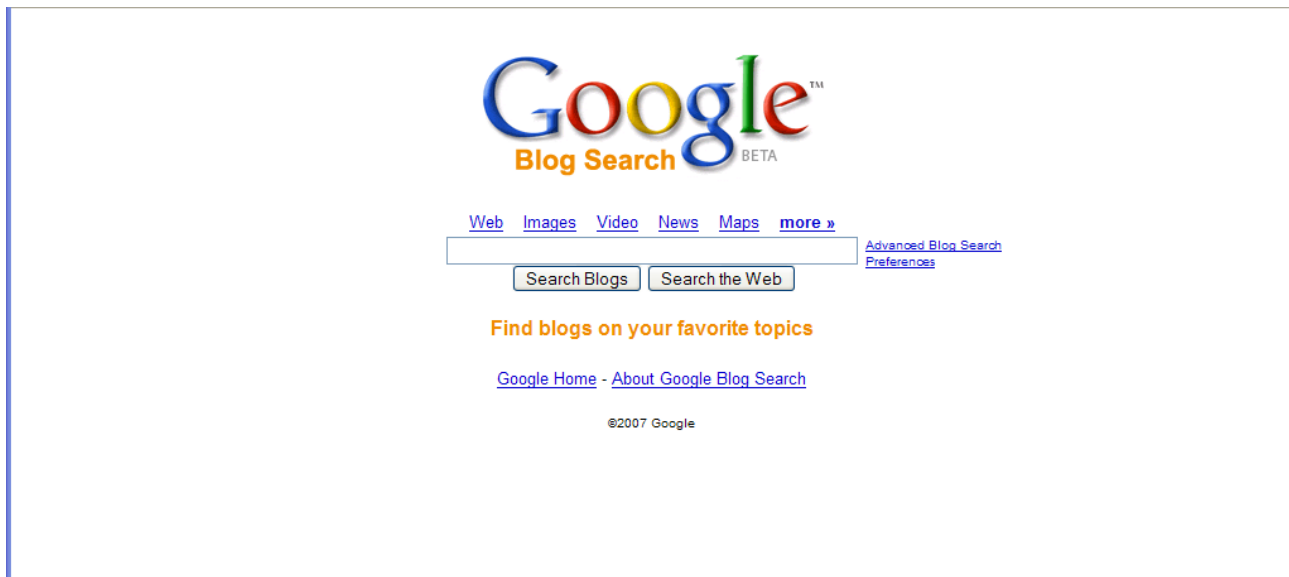
Here are some tips when creating your blog to get higher rankings:

- When you are asked for a web address for your blog try to have your main keyphrase as the web address and if it is taken just add a "1" after it!
- The title of your blog post should be your main keyphrase to achieve the best results.
- Also because it is a blog that you are creating try to make it a

bit more personal and ask people to comment on your blog or ask them to post their opinion.

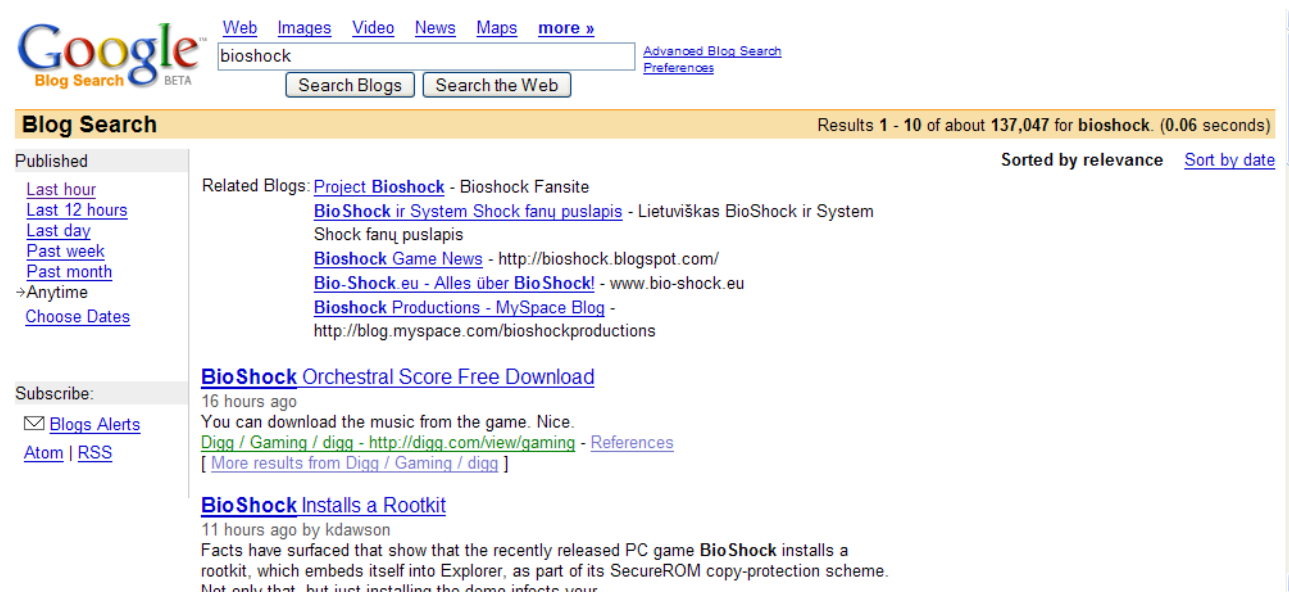
So once you have made your blog and written one blog post you should then go to Google's Blog Search which is here:

<http://blogsearch.google.com/>



All you need to do here is type your root keyword into the blog search and it will bring up all the blogs within your niche!

Just look at all the results for my example niche "BioShock":



As you can see from the screen shot above there are 137,047 blogs for the key phrase "Bioshock".

What I normally do now is filter the results to show the blogs that have been updated within the last week, by clicking the "Past week" link on the left.

You then should go through as many as you can and leave a post on the blogs.

Remember to not spam as you will probably not get your comments approved. However if you put something like:

"Awesome blog. I am looking forward to the Bioshock game and the PC demo, get me posted on any further developments.

Does anyone know what the release date is?

P.S Let me know what you think of my Bioshock Blog and say Hello

" Your Blog URL Here"

That is all you really need, just remember to make your post complimentary and also as in the example above I find a question really helps as you will get some people answering, and more visitors to your blog.

Of course if you want more info about how to make a killing with Blogging please read "How To Become A Blogging Madman" which is included with this guide.

Another thing you can do to get more visitors is post on relevant forums and leave a link to your blog.

All you need to do is type "Forums (keyword)" into Google and it should bring up plenty to choose from.

Just look at the number of forums for the game "Bioshock":

**Web**Results 1 - 10 of about 45,700 for "[forums bioshock](#)". (0.11 seconds)[Finalized PC Specs are here! - 2K Forums](#)

Go Back, [2K Forums](#) > [BioShock](#) > General Game Discussion · Reload this Page Finalized PC Specs are here! User Name, Remember Me? Password ...
[forums.2kgames.com/forums/showthread.php?t=1579](#) - 58k - [Cached](#) - [Similar pages](#)

[BioShock - 2K Forums](#)

Sub-Forums : [BioShock](#). Forum, Last Post, Threads, Posts. General Game Discussion · Talk about SecuROM and... by Konn. Today 11:12 PM Go to last post ...
[forums.2kgames.com/forums/forumdisplay.php?f=16](#) - 24k - [Cached](#) - [Similar pages](#)

[BioShock General Discussion - TTLG Forums](#)

Go Back, [TTLG Forums](#) > [BioShock](#) · Reload this Page BioShock General Discussion. User Name, Remember Me? Password. FAQ · Members List · Calendar ...
[www.ttlg.com/forums/forumdisplay.php?f=134](#) - 80k - [Cached](#) - [Similar pages](#)

[GameSpot Forums - BioShock](#)

Video Games - GameSpot is the world's largest source for PC, PlayStation 2, Xbox, GameCube, PSP, DS, Wii, GBA, PS2, PS3, PlayStation 3, and Xbox 360 video ...
[www.gamespot.com/xbox360/action/bioshock/forum.html](#) - 135k - [Cached](#) - [Similar pages](#)

So all you would do is sign up for about 10-15 of the forums (the more the better) and post relevant postings and make a signature link going through to your blog or hubpage.

I think the link should be to your blog as this tends to get more response as people can leave comments.

Remember also to leave about 4 or 5 posts answering some questions or asking some questions before you mention your blog as otherwise you are liable to get deleted for spamming.

This is another excellent way to increase the link popularity of your blog.

What you could also do is change your hubpage a bit and instead of the hubpage link going through to your affiliate product sales page you could have it going through to your blog.

You should get loads of traffic this way and lots of sales too.

Remember to try and update your blog as often as you can as this tends to make you rank higher with Google.

So if you have followed the above steps you will be well on the way to making a lot of money from Bum Marketing and once you have a few niches that are pulling in profits, you should really think about designing your own product as this is where the money really starts rolling in.

Also remember that some of the niches that you try with this guide might not make you a cent (very unlikely)! The name of the game is persistence.

Once you do find a niche that brings in profits why not make your own product by following my guide "How To Make A Killer Product In 5 Easy Steps" as it is included with this guide.

The above steps are EXACTLY the same steps I take with Bum Marketing and if you follow them then you will be making good money soon!

To Your Success

Chris Jones